

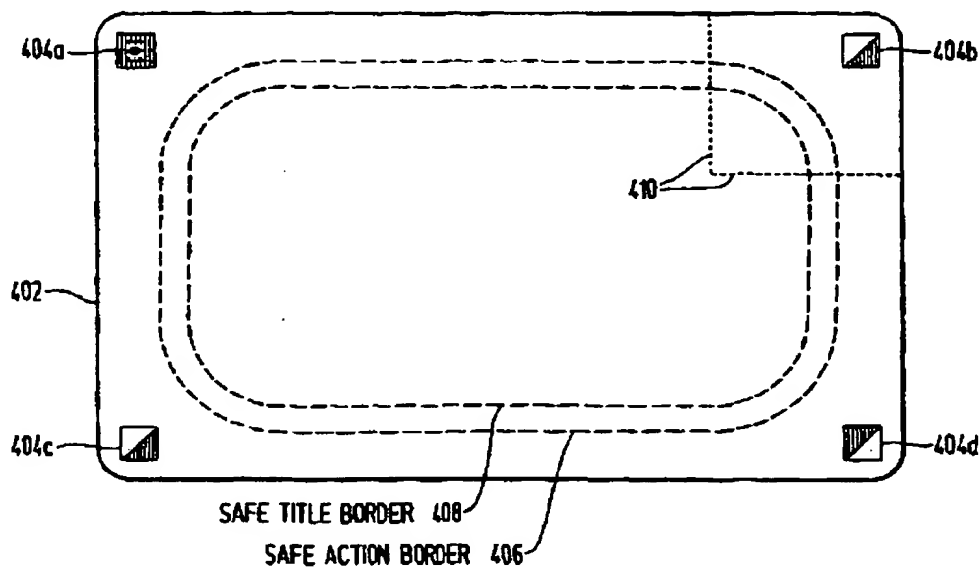
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## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(54) Title: VIDEO FACILITY MANAGEMENT SYSTEM



**(57) Abstract**

Apparatus and method for tracking the flow of television programs within a program distribution system, each program including video signal which contains information to generate a television picture, the distribution system including a plurality of units through which the television programs flow, by operating a first signal processing unit connected within the system for adding signal elements to the video signal in order to add patterns of symbols (404) to the television picture (402) such that the symbols (404) are disposed at predetermined locations of the television picture (402) and a plurality of successive patterns constituting a code uniquely identifying the program; and a second signal processing unit connected within the system for detecting signal elements previously added to a video signal and for identification of the program which included the video signal.

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**VIDEO FACILITY MANAGEMENT SYSTEM****BACKGROUND OF THE INVENTION**

The present invention relates to the management of television facilities, particularly for the purpose of tracking television programs stored, in recorded form, and being transmitted within, the facility, as well as programs being received and transmitted by the facility.

Television programs, prior to broadcast or transmission over a cable system, may be conducted over a wide variety of paths within a facility and between facilities. Up to the present, no system or procedures have been available to reliably monitor the flow of such programs in real time. As a consequence, those managing such facilities generally must rely on the assumption that all operating personnel have taken the necessary steps to route the programs in the desired manner. At present, one of the most feasible procedures for determining what has actually been broadcast or distributed by a cable system is to make an off air recording of all programs which have been broadcast or distributed to consumers. In other words, this procedure only allows the required determination to be made offline and hence not in real time.

The television industry has implemented several different computer systems and associated software designed to achieve specific objectives, such as the preparation of a log of programs to be broadcast or distributed. Some accounting programs have been developed which make use of manually entered data derived from the log of the programs intended to be broadcast as well as discrepancy reports from operators on duty at the time of broadcast and the viewing of off air recordings. In addition, some limited automation of on air programs has been attempted. However, to date, the capability of such systems is limited because, generally, they are not capable of automatically identifying the programs which

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are being routed through, or are stored in, a facility. Thus, the timely distribution of television programs to consumers, either by broadcasting or by delivery to a cable network, is for the most part, if not entirely, dependent on, and in most instances can only be verified by, the responsible operating personnel.

#### SUMMARY OF THE INVENTION

It is a primary object of the present invention to automatically monitor the routing of television programs, or their elements, within a facility and between facilities in order to permit the automatic generation of a record of the path followed by each television program or element and the time at which each program or element reached each distribution point along its routing path.

A more specific object of the invention is to provide the video signals of each program with information which identifies the program and which can be decoded in a manner to be supplied to a computer system, thereby allowing real time management of a television facility.

Another specific object of the invention is to provide such program identifying information in the region of a video signal which contains picture information, but which does not interfere with viewing of the associated program on a home receiver.

The above and other objects are achieved according to the invention by the provision of apparatus for tracking the flow of television programs within a program distribution system, each program including a video signal which contains information to generate a television picture, the distribution system including a plurality of units through which the television programs flow, the apparatus comprising: first signal processing means connected within the system for adding signal elements to the video signal of a program in order to add patterns of symbols, referred to hereafter as icons, to the television picture such that the symbols are disposed at predetermined locations of the television picture and a

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plurality of successive patterns constitute a code uniquely identifying the program; and second signal processing means connected within the system for detecting signal elements previously added to a video signal and for producing, in response to such detection, an identification of the program which included the video signal.

Objects according to the invention are further achieved by a method for tracking the flow of television programs within a program distribution system, each program including a video signal which contains information to generate a television picture, the distribution system including a plurality of units through which the television programs flow, the method comprising: adding, in first signal processing means connected within the system, signal elements to the video signal of a program in order to add patterns of symbols, referred to hereafter as icons, to the television picture such that the symbols are disposed at predetermined locations of the television picture and a plurality of successive patterns constitute a code uniquely identifying the program; and detecting, in second signal processing means connected within the system, signal elements previously added to a video signal and producing, in response to such detection, an identification of the program which included the video signal.

Because the elements of a television program are routed through a number of pieces of signal processing equipment before broadcast or delivery to a consumer cable system, these elements are subject to various artifacts and distortions not found in the original program material. Additional artifacts and distortions will, of course, be introduced into television signals during broadcast or distribution over a consumer cable system. All portions of a video signal not contained within the active picture window, also known as the scattered image area, which contains picture information are subject to

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and indeed are at some point reshaped, retimed, and/or replaced, which can make any information scheme using these areas often unreliable at best. The most reliable place to insert any form of identification scheme is therefore in the active picture area.

One major problem associated with using the active picture area is that the information may be inserted at a location which is objectional to the viewer.

The present invention obviates, or at least substantially ameliorates, the first of these problems by utilizing icons which are relatively small compared to the picture as a whole, and by inserting these icons into video signals so that, in a picture produced by those signals, these icons will be located in an area of the picture which will not be seen on a properly adjusted home television receiver. This area will be referred to hereafter as the icon area. The outer boundary of the icon area coincides with the boundary of the above-mentioned scattered image area and the inner boundary of the icon area preferably coincides with the boundary of an area known in the art as the safe title area, and more preferably with the boundary of an area known in the art as the safe action area, which is slightly larger than the safe title area. The form and dimensions of these areas will be described below. In a properly adjusted home television receiver, the picture width and height adjustments are set to cause electron beam scanning to correspond to an area slightly larger than the picture tube usable area. Ideally, the adjustments are set so that safe action area of the picture corresponds to the picture tube usable area.

A second problem is that distortions and artifacts exist when the program is viewed by the consumer. While these distortions may not be objectionable to the consumer, they may still cause unreliability in digital systems.

For example, because of the inherent characteristics

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of equipment which is currently employed for processing video signals, there are certain obstacles to accurate placement of information at defined locations of a picture area. As regards accurate positioning in the vertical direction, picture line counting is performed using the vertical sync as a reference, and digital video processors and video tape recording time base correctors replace both vertical and horizontal sync pulses. Therefore, the accuracy with which a particular picture line can be determined is a function of each individual piece of equipment employed during the processing. A common problem with some of the more popular video tape recorders is that they can lock to a video signal one line late. The time base corrector will then add sync information so as to shift the picture one line vertically. These shifts go unnoticed by the viewer because the missing line is outside of the picture area normally viewed on a home receiver.

With regard to picture element positions in the horizontal direction, the position of any picture element along a line of actual video is referenced to the leading edge of the horizontal sync pulse for that line. The types of video processing equipment referred to above and even the older analog processing amplifiers have the ability to change this relationship. Again, the viewer is not affected by such changes because they have no reference as to the actual location of the picture edge. In practice, this error is held to approximately one-half cycle of the subcarrier because larger amounts of picture phase error would cause horizontal blanking to expand beyond permissible limits.

Existing equipment also presents problems relating to analog brightness level and linearity of signal amplification. Even distribution amplifiers, which are the simplest element employed in television processing systems, can introduce significant analog errors into signals which they process. These errors include errors

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relating to differential gain, signal compression, high or low brightness levels, nonlinear transfer functions, etc. More complicated equipment can introduce even higher error levels. Therefore, when digitizing a signal which  
5 has passed through any of these devices, quantizing errors are likely to occur.

The elements, or icons, employed to provide information in accordance with the present invention have the capability of retaining their information content even  
10 when the video signals in which they are contained are subjected to the various shifts and distortions mentioned above. The icons are constituted by simple patterns which have sufficient redundancy to assure reliable detection even after having been subjected to vertical and  
15 horizontal displacements of the type described above. In order to assure reliable decoding even if the icons have been subjected to analog level quantizing errors, each picture frame includes, in a defined area, a specific reference icon having regions which represent picture  
20 black, white and gray levels. The difference between the known values of these levels and the pixel values encountered when reading the reference icon gives an indication of the magnitude of gain and linearity errors which occurred subsequent to encoding. This information  
25 can be used as offsets in reading the icons recovered from the other three icon areas of a picture frame.

More specifically, the invention enables the problems relating to picture element position shifts and analog signal distortion to be overcome by using icon patterns  
30 which can be reliably detected and identified with the aid of currently available technology, employing fuzzy logic, even in the presence of high levels of noise or distortion. As opposed to detection techniques employing the classic Boolean logic, where each signal element can  
35 have only one of two values, 0 or 1, fuzzy logic can associate each signal element with a values in a substantially continuous range between 0 and 1. Therefore,



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fuzzy logic pattern recovery does not rely on a perfect match. It returns a value as to the closeness of a match. Reasonable amounts of noise or distortion do not hamper symbol recovery when the icons are constituted by patterns within parameters contemplated by the present invention, giving the system a robustness not found in Boolean based information systems.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a block diagram showing a conventional television facility equipped with components for implementing the present invention.

Fig. 2 is a block diagram showing one of the components according to the invention provided in the system of Fig. 1.

Fig. 3 is a block diagram of one unit of the component of Fig 2.

Fig. 3.1 is a block diagram showing those portions of the unit of Fig. 3 for inserting icons into a video signal;

Fig. 3.2 is a block diagram showing those portions of the unit of Fig. 3 for reading icons from a video signal;

Fig. 3.3 is a block diagram showing those portions of the unit of Fig. 3 for identifying icons read from a video signal;

Fig. 4 is a pictorial view of a television picture screen, showing the location of identifying elements in accordance with the present invention.

Figs. 5.1-5.2 are pictorial views of portions of a variety of identifying patterns which can be employed in the practice of the present invention.

Figs. 6.1-6.3 are timing diagrams illustrating the operation of the device of Fig. 3.

#### DESCRIPTION OF THE PREFERRED EMBODIMENTS

Fig. 1 is a block diagram of a typical television distribution system which can be constructed in accordance with the present invention. The configuration of the exemplary system has been selected arbitrarily, simply for

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purposes of illustration. It is to be understood that any television program distribution system, regardless of its complexity and/or geographic extent, could serve as a basis for implementation of the invention. Furthermore, 5 although the illustrated embodiment is described in connection with the N.T.S.C. standard, it should be appreciated that the present invention is applicable to all video formats, both those in present use as well as those formats which will be developed in the future.

10 The system illustrated in Fig. 1 includes television signal processing components, such as a satellite receiver 102, a video tape recorder 104 and a television signal processing and control area, known in the industry as a break studio, 106. Satellite receiver 102 is connected 15 to a receiving antenna 112 for receiving programs which are downloaded from a satellite and programs arriving at receiver 102 are conducted via a router 114 to other components of the system, such as the components 104 and 106. Thus, a program arriving via a downlink at receiver 20 102 can be recorded by recorder 104 or immediately sent out over the air via control unit 106. Alternatively, a tape carrying a program which has previously been recorded can be conducted from VTR 104 to control unit 106 via router 114.

25 The system as thus far described represents an operational, albeit simple, television station. In accordance with the present invention, specially designed nodes 120 are connected at each junction where television program signals enter, leave, or can be routed within, the 30 station. As will be explained in greater detail below, each of these nodes 120 can be controlled to identify each television program, or transmission, which passes therethrough, and/or to insert identifying indicia into each such transmission.

35 The system shown in Fig. 1 is completed by units which are provided to utilize information provided in a video signal in accordance with the present invention, and which

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are coupled to nodes 120 by a cable 122. These additional units include a supervisory computer system composed of, for example, a unit 130 which maintains a schedule of the daily work to be performed at the station, a unit 132 which provides a log of programming which will be broadcast by the station, a unit 134 performing accounting functions, and one or more units 136 performing miscellaneous tasks requiring information provided in accordance with the present invention. The supervisory computer system may also store information identifying the desired broadcast time of a program and use that information in conjunction with information indicating the location, i.e. the tape recorder, where the program is stored to issue control signals which begin playback and route the recorded output to the station transmitter.

The station further includes an engineering network composed of a unit 140 which stores the identification of each program handled by the station, a unit 142 which stores data relating to the technical quality of the picture and sound content of programming received and sent, a unit 144 which may perform miscellaneous tasks, a unit 146 which constitutes a file server that maintains an updated record of relevant data relating to the programming received and broadcast by the station and a unit 148 which permits exchange of information between units 130-136, on the one hand, and units 140-146, on the other hand.

The term "program" appearing in various legends in Fig. 1, and elsewhere herein, is employed to mean an identifiable television program element, i.e. a completed TV show or production, including commercials or public service announcements, which have been assembled for broadcast over the air or via a cable system. Of course, such a program may also be a live broadcast, such as of a news story or a sporting event. The structure and arrangement of conventional broadcast facilities are described in the current edition of the NAB (National

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Association of Broadcasters) Engineering Handbook.

Fig. 2 is a block diagram showing one embodiment of a node 120 according to the present invention. The node includes an interface 202 which connects the node to cable 122. Interface 202 may be a local area network controller such as an interface marketed by Standard Microsystems Corp. under the model designation COM20020. Interface 202 is connected via a control bus 204 and an address/data bus 206 to a CPU 210, a system memory 212 and a real time clock 214. CPU 210 is connected via a master/slave control bus 220 to one or more modules 222, 224, 226 and 228.

Module 222 is constructed and controlled for inserting identifying indicia such as "icons" into a video signal or to read icons which have previously been inserted into the video signal. Module 222 includes an analog portion and a digital portion which can derive digital signals representative of icons in a video signal processed in the analog portion. The time at which a set of icons passes a particular node can be read from clock 214 and stored with data identifying the program and the node which it passed.

Module 224 is a machine control module which can be configured to control the operation of a component of the television distribution system in response to information derived from the video signal by module 222. Examples of components which are adapted for machine control include character generators, routers and video tape recorders such as the Ampex VPR-2B and the Ampex VPR-250 and other addressable components.

Module 226 is a digital audio icon interface which can modify the audio portion of a television program in response to information which has been added to the video signal thereof and decoded in module 222. Module 228 is a station time reader which receives an input representing the current time and associates a time indication, or stamp, with each set of data obtained from module 222.

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Machine control 224 and interface 226 are optional components which can be provided when desired. Certain of the capabilities which will be created by provision of such components will be described below, after the device and procedure for inserting information into a video signal and reading such information have been described.

Fig. 3 is a schematic block diagram of the icon encode/decode module 222. Figs. 3.1-3.3 depict various portions of the module 222 in accordance with the function performed. Figs. 6.1-6.3 are timing diagrams showing the waveforms of signals at certain points in the circuits of Figs. 3.1-3.3, respectively. The locations in the circuits of Figs. 3.1-3.3 where the signals of Figs. 6.1-6.3 appear are indicated by letters corresponding to those identifying the corresponding waveforms of Figs. 6.1-6.3.

Turning first to Fig. 3.1, there is illustrated one preferred embodiment of the portion of module 222 which interacts with a video signal in order to insert information into the signal. The circuit shown in Fig. 3.1 includes a video buffer 302 and a key amplifier 304 which are connected together in series in the associated television signal path. The video signal applied to the input of amplifier 302, waveforms a and a' in Fig. 6.1, is conducted without modification to a first signal input of amplifier 304. Key Amplifier 304 is a conventional element used in television signal processing systems. It is basically a high speed video switch that passes, in this case, either the unmodified input video or video in which identifying information has been inserted after a D/A conversion process. In the illustrated embodiment, this identifying information is preferably in the form of graphic symbols or "icons" as explained below. Selection of the input signal to amplifier 304 is controlled by the signal "Insert", waveform s of Fig. 6.1., which is generated by a sync stripper/clock generator circuit 306.

The video signal leaving buffer amplifier 302 is conducted to the sync stripper/clock generator 306 which

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has a basic timing element. The circuit 306 includes a type LM1881 video sync separator chip marketed by National Semiconductor, the output of which (designated **INSERT**) is connected to a subsidiary clock generator 310 as well as the key amplifier 304. The amplifier 304 has a second video input which receives one or more icons which can be added to the video signal. The icon data is provided to the second video input of amplifier 304 by circuitry which includes a FIFO memory 320 and a digital/analog converter 322. Signals representing the desired icon patterns are read from memory 320, are converted to analog form in converter 322 and are added to the video signal at the appropriate points in time.

Devices 306 and 320 are controlled by a microprocessor 330 which has an associated memory 332. Microprocessor 330 is connected to clock generator 306 via a control bus 340. Microprocessor 330 is connected to memory 332 and memory 320 via a data bus 342 and an address bus 344.

A signal up\_insert\_enable (waveform r in Fig. 6.1) is generated in device 306 and supplied to microprocessor 330 via control bus 340. This signal alerts the microprocessor to load FIFO memory 320 with appropriate icon patterns stored in the microprocessor's associated memory 332. Microprocessor 330 does not have to load memory 320 with all icons to be stored into a frame at one time since the FIFO memory 320 can be read from and written to at the same time. In the illustrated embodiment, the data for only the first line of icons to be inserted into the frame is loaded into the FIFO memory at a time.

At the desired location in the field or fields of the frame of the video signal, the clock generator 306 under the control of the microprocessor 330, activates the timing signal **INSERT** which causes the clock generator 310 to issue a series of rapid clock pulses to the FIFO memory 320 and the D/A converter 322. The FIFO memory 320, in response to these clock pulses, outputs the previously

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stored icon information, a pixel at a time, which is converted to analog form by the converter 322 and is then inserted into the video signal by the key amplifier 304.

5 In this manner, information identifying a program may be added to the video signal of the program. The information is in the form of signal components which will appear at selected locations in the resulting television picture as icons, or graphic symbols. These icons can appear in a variety of patterns; each pattern represents  
10 a specific information unit, or datum; and a succession of these patterns provides the desired information.

In the illustrated embodiment, for each icon, a first set of pixels is inserted in successive lines of Field 1 of the frame as shown for example in Fig. 5.1. To  
15 complete the icon, a second set of pixels is inserted in associated successive lines of Field 2 of the same frame.

To read the icons, the video signals in the preselected areas reserved for icons are converted into  
20 digital pixel signals and are then stored in memory 314 of Fig. 3.2 at locations such that all pixels of Fields 1 and 2 for a given icon can be read out together in a selected order. Figure 4 shows an example of four such icon areas 404a-404d of a video frame. It is recognized  
25 that the icons may be placed in other areas of the frame.

The vertical positions and extents of icon areas 404 are determined by counting the horizontal sync pulses from the start of each field and producing vertical gate pulses in response to selected horizontal sync pulses. In the  
30 illustrated embodiment, two icons are inserted into lines 22-27 and two are inserted into lines 257-262 of each frame for a total of four icons per frame, as shown in Fig. 4. Since each frame has two interleaved fields, each icon has a vertical height of 12 lines as shown in Fig.  
35 5.1. It should be appreciated of course that various numbers of icons can be inserted into a particular frame. For example, three icons can be stacked in the same

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horizontal position in each corner of the frame for a total of 12 icons per frame.

The horizontal positions and extents of icon areas 404 are determined by producing a train of pixel clock pulses which divide each scan line into a plurality of pixel locations, counting these pixel clock pulses and producing horizontal gate pulses in response to selected pixel clock pulses. The coincidence of vertical and horizontal gate pulses correspond to an icon area.

Fig. 6.2 contains timing diagrams showing the waveforms of signals at certain points in the circuit of Fig. 3.2. In Fig 6.2, waveforms a and a' show two successive parts of one field of a color television signal which starts with a vertical blanking interval, to the left of waveform a of Fig. 6.2 during which equalizing pulses and sync pulses are provided, followed by eleven picture lines (picture lines 10-20) which will not appear on the television screen. The vertical blanking interval is followed by an active video period composed of  $242\frac{1}{2}$  picture lines. As is known, each picture line includes a horizontal sync pulse 610, a color burst 612 and a picture information region 614. The region 614 containing picture information is depicted as a pulse in picture line 21 but is not depicted for the other picture lines.

Fig. 6.2 shows, at waveform g, the field identification pulse, odd\_even, extracted from each field signal by device 306 of Fig. 3.2. The odd\_even signal is conducted to the reset input RST of a counter 309, the output of which is a ten bit parallel digital signal that represents the pixel address within the frame. Thus, the counter 309 resets and generates sequential ten bit pixel addresses when the field changes from odd to even and vice versa. It will be appreciated that the pixel frame addresses of each icon pixel will not be contiguous from line to line. Consequently, the ten bit pixel address generated by the counter 309 is conducted to a PROM device



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312 which re-maps the pixel frame address to contiguous memory addresses of the memory 314. As a result, the pixels of each read icon entering memory 314 is stored into contiguous memory locations.

5 In Fig. 6.2 there are at waveform b, shown horizontal sync pulses, separated h\_sync, extracted from the video signal of waveforms a and a'. This signal is generated within device 306 of Fig. 3.2. By counting the separated horizontal sync pulses of waveform b of Fig. 6.2, a signal  
10 line\_gate as shown in waveform c of Fig. 6.2, is produced which provides a first gate pulse synchronized with picture lines 22-27 at the top of the picture frame and a second gate pulse synchronized with picture lines 257-262 at the bottom of the picture frame. This signal is  
15 also produced in device 306 of Fig.3.2.

During each gate pulse line\_gate, the generator 306 produces a series of pulses identified as pixel\_gate pulses, which are shown in waveform d of Fig. 6.2. Each pixel\_gate pulse coincides with one horizontal row of a  
20 respective icon area. As previously mentioned, the frames of the illustrated embodiment have four icon areas, one icon area at each corner of the frame. Because each picture line passing through an icon area passes through two icon areas in the illustrated embodiment, alternate  
25 ones of these pixel\_gate pulses coincide with a defined part of the beginning and end, respectively of each picture line. Each of these gate pulses is used to gate two series of gated\_pixel\_clocks generated by the generator 306, which are shown in waveforms e and f of  
30 Figs. 6.2. The gated\_pixel\_clocks e (phase 1) clock an A/D converter 308 so that only that portion of the video signal corresponding to a preselected icon area is converted into digital pixel data. The gated\_pixel\_clocks f (phase 2) clock the counter 309 which generates the  
35 pixel frame addresses described above which are mapped by the PROM 312 to contiguous memory addresses. Each pixel written into memory 314 is constituted by an eight-bit

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word written into memory 314 in parallel.

Referring now to Figs. 3.3 and 6.3, icons are identified by comparing icon pixel data stored in addressable digital memory 314 during a previous icon read operation with icon pixel data stored in a pattern RAM 318. For this purpose, at the end of each picture frame, the pixel data read from the picture frame and stored in memory 314 are outputted to a shift register 315 which delivers the pixel data a bit at a time to a pattern recognition unit. In the illustrated embodiment, the pattern recognition unit is implemented with a fuzzy pattern comparator 316 and pattern RAM 318. One suitable embodiment of comparator 316 is a device marketed by American NeuraLogix, Inc., of Sanford, FL, under model designation NLX 110. This device has eight pattern data inputs, so that RAM 318 may be provided with eight data outputs for simultaneously supplying up to eight selected patterns to comparator 316.

The NLX110 integrated circuit allows for simultaneous comparison of up to eight known patterns with one unknown pattern. To make maximum use of this architecture, the illustrated embodiment of the present invention utilizes eight different icon patterns. One icon pattern is designated as a reference icon pattern and is located in the upper left hand corner of the active picture window, as indicated at 404a in Fig. 4. This reference icon pattern is used by control microprocessor 330 to set the error threshold of the NLX110 pattern comparator 316 for the next three icons, present in areas 404b, c and d, thereby tracking out noise or distortion on the incoming icons.

The other seven selected icon patterns constitute an icon primitive set. Using the formula for the number of permutations of  $N (=7)$  patterns taken  $R (=3)$  at a time yields 210 different pattern permutations possible per picture frame. The first 128 permutations can be assigned to correspond to the seven bit ASCII code for plain text

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transmission. The remaining values can be assigned to special purposes. With this scheme, when program identifying information is being provided, three different icon patterns plus the reference icon pattern will be present in a frame. Thus, each picture frame can provide one alphanumeric identification character. Given the conventional television frame rate of 30/second, icons providing complete identifying information need be present in a television program signal for only a few seconds.

By extension, increasing the number of different icon patterns would increase the quantity of information contained in each frame. However, it is anticipated that the complexity of the circuitry and control programming would likely increase as the number of different icon patterns increases. In addition, an increase in the number of different icon patterns would make visual interpretation by station personnel more difficult.

The types of icon patterns employed in the illustrated embodiment of the present invention have characteristics which enable them to be identified, or decoded, by a fuzzy logic comparator with a high degree of reliability even when the video signal contains noise or distortion or when an error in the timing of the video signal prevents one or two rows or columns of icon pixels from reaching comparator 316. In the illustrated embodiment, these icon pattern characteristics include the following: there are only eight different icon patterns to be recognized, while each pattern is composed of 144 pixels; each pattern consists of pixels having only two or three different values spaced relatively far apart on the gray scale; each pattern has no more than four changes in gray level value in both the horizontal and vertical directions; and, with the exception of two corners of each triangle pattern, a given gray level value is present at at least two successive pixel locations in both the horizontal and vertical directions. Therefore, the eight different patterns can be made to represent relatively

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simple geometric shapes which differ sufficiently from one another to permit reliable identification of each pattern with comparator 316 set to a relatively low recognition threshold.

5 In the illustrated embodiment, the icon information stored for a particular frame is identified, or decoded, within a period equal to 12 picture lines with 18.2 MHz shift clocks. As shown in Fig. 6.3, waveform g is the signal odd\_even produced in device 306 to identify the  
10 current field of each frame. The state of this signal is inverted by the leading edge of each v\_sync pulse (Fig. 6.1). At each positive transition of the signal odd\_even, corresponding to the vertical blanking interval at the start of each odd field, device 306 generates a pulse  
15 compare\_enable having a period of 12 picture lines, as represented by waveform h.

During each pulse compare\_enable, device 306 generates a train of four spaced pulses read\_winner, represented by waveform i, and four spaced pulses compare\_gate,  
20 represented by waveform j. Each pulse compare\_gate immediately precedes an associated pulse read\_winner. During the period of each pulse compare\_gate, device 306 generates a train of 144 pulses of gated\_clocks, shown in generalized form as waveform k.

25 As shown by waveforms l and m, each pulse of gated\_clocks is composed of two trains of eight clock pulses, each at a pulse rate of 18.2 MHz. In addition, device 306 generates a pulse mem\_read, shown by waveform m, for each pulse of gated\_clocks. Counter 319, Fig. 3.3,  
30 is reset by the odd\_even pulse, waveform g, at the start of every frame. Mem\_read is supplied to the input of counter 319 which provides a ten bit pixel read address for memory 314 via mux 311, Fig.3.3.

35 One of the trains of eight clock pulses, identified as waveform l (phase 1), is supplied to shift register 315 to shift pixel bits serially into comparator 316 and the other train, identified as waveform m (phase 2), is

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supplied to comparator 316 to trigger a comparison operation. Each pulse of phase 1 shifts a single pixel bit and each pulse of phase 2 triggers a comparison with respect to the previously shifted bit. The bits of phase 2 are shifted in phase by 180° from the bits of phase 1.

Each bit arriving from shift register 315 is compared with an associated bit of each of the eight patterns supplied by RAM 318. After all bits of one icon have been compared, a corresponding read\_winner pulse is delivered to microprocessor 330, and in response to that pulse, microprocessor 330 reads the comparison result out of comparator 316. This comparison result is in the form of a signal identifying the reference pattern which most closely matches the pattern represented by the bits delivered from register 315. This signal is supplied to memory 332 along with identification of the associated icon location in the active picture window.

The trailing edge of compare\_enable generates, in microprocessor 330, a done signal indicating that all four icons of a frame have been individually identified as to pattern and location. The information, i.e. the character, which they represent can be identified, for example, by means of a look-up table in memory 332.

A node in accordance with one aspect of the invention is disposed at the input side of the transmitter to read the identifying information stored in the television signal so as to provide the central data processing system of the facility with a contemporaneous and reliable indication that broadcast of the identified program has begun. This information will be stored together with an indication of the time that transmission began.

In addition, after reading, the stored information may be deleted from the television signal prior to transmission. Alternatively, however, the identifying information, i.e. the icons, may remain in the television signal at the time it is broadcast or transmitted for use

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in order to determine viewing patterns at individual television receivers, for example in order to derive program viewership. For this purpose, each television receiver which is to be monitored would be equipped with a decoder containing appropriate portions of the node of Fig. 2 connected to the output of the receiver tuner or forming part of an external tuner. Identification data contained in each program to which the receiver is tuned could then be stored together with a time indication or could be transmitted, possibly immediately, via a telephone line to a control data collection point. As a consequence, program viewing ratings can be determined on a virtually instantaneous basis.

When the identification data according to the invention is used to determine viewing patterns, it may be desirable to transmit such data at fixed intervals of, for example, five minutes during each program, as well as at the start of each commercial, and after each commercial, in order to monitor patterns of channel switching in the middle of programs. Such a technique for monitoring viewing patterns would eliminate ratings errors that result from incorrect reporting by viewers of the programs which they watched.

Fig. 4 shows an active picture window having an outer border, or boundary, 402 delimiting the area of a video image formed by all picture information contained in a video signal, i.e. all portions of the video signal other than the horizontal and vertical blanking portions. Within the active picture window there is a safe action area enclosed by an outer border, or boundary, 406, and within the safe action area there is a safe title area enclosed by an outer border, or boundary, 408.

According to Specifications published by the Society of Motion Picture and Television Engineers as RP27.3-1989, the safe action area will contain that part of the picture which it is desired to present to the viewer, i.e. all significant action in a television program, and the safe

21.

title area will contain all of the more important information, such as titles, to ensure that this information will be visible on the majority of home television receivers.

5 In further accordance with those specifications, the following dimensions are associated with the picture area, in terms of percentage of the vertical height of the active picture window enclosed by border 402:

Horizontal width of active picture window -  
10 133%;  
Vertical height of safe action area - 90%;  
Horizontal width of safe action area - 120%;  
Vertical spacing of bottom edge of safe action  
area from bottom edge of active picture window -  
15 5%;  
Horizontal spacing of right hand edge of safe  
action area from right hand edge of active  
picture window - 6.67%;  
Radius of each corner of safe action area -  
20 24%;  
Vertical height of safe title area - 80%;  
Horizontal width of safe title area - 106%;  
Vertical spacing of bottom edge of safe title  
area from bottom edge of active picture window -  
25 10%;  
Horizontal spacing of right hand edge of safe  
title area from right hand edge of active picture  
window - 13.33%;  
Radius of each corner of safe title area -  
30 21%.

Figure 4 further shows four small rectangular icon areas 404 located at the four corners of the active picture window, outside of the safe action area enclosed by border 406. Preferably, icon areas 404 are confined  
35 to corner regions each delimited by horizontal and vertical radial lines 410 originating at the center of curvature of the respective corners. These regions

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provide adequate space for the icons while assuring that they will not be seen by home viewers. However, if desired, icon areas 404 can be located wholly or partly within border 406, but preferably outside of border 408.

5 In this case, icons in areas 404 will create no more than minimal viewer distractions, particularly since, as will be described below, icons will normally be present in a program element for only a period of several seconds. On the other hand, because icon areas 404 are located in the  
10 active picture window, they can be visually observed by personnel at a television station and, if played from tape in sufficiently slow motion, can be visually interpreted.

One icon area 404a, for example at the upper left corner of area 402, may be reserved for a reference icon  
15 which may have a special shape and which is present in each television picture frame that contains identifying information. The information contained in the frame can be represented by the presence or absence of icons at the other three locations and/or by the shape of the icon or  
20 icons at one or more of the other three locations.

A simple example of an icon scheme according to the invention is shown in Fig. 4, where all of the icons have a square or rectangular outline. Such outlines can be produced in a relatively easy manner by gating circuitry  
25 as described above. The reference icon area 404a is located at the upper left corner and has the form in the illustrated embodiment of a hollow black rectangle enclosing a hollow gray rectangle, with a white square at the center. The other three icons 404b-d are divided  
30 diagonally into a black triangle and a white triangle; to facilitate differentiation, the black triangles of icons in areas 404b and c point down and to the right; that of the icon in area 404d points up and to the left.

Figs. 5.1-5.2 show a number of possible icon patterns  
35 which may be used in the practice of the present invention. Icon field patterns 5a-5h of Figs. 5.1-5.2 show the icon pixels present in Field 1 of a television



23.

picture frame for eight unique icons, while icon field patterns 5i-5p show the corresponding icon pixels present in Field 2 of the same picture frame for the same eight icons. When displayed on a television screen, the lines of the associated icon field patterns are interlaced to depict a complete icon pattern. Thus, the field patterns 5a and 5i are combined to form the reference icon pattern in area 404a of Fig. 4, while the icon field patterns 5b and 5j form the icon pattern in area 404d of Fig. 4 and icon field patterns 5c and 5k form the icon pattern in areas 404b and c of Fig. 4. Icon field patterns 5d and 5l, 5e and 5m, 5f and 5n, 5g and 5o, and 5h and 5p may be respectively combined to form five other icon patterns which may be employed. In the illustrated embodiment, white pixels are depicted without hatching, gray pixels with wide hatching and black pixels with close hatching.

It is appreciated of course that other icon patterns may be employed. In the preferred embodiment, however, each icon comprises a plurality of pixels having different gray levels or other colors. Also, each icon pattern is relatively simple and has a relatively large number of pixels so as to provide a high degree of redundancy and imperviousness to signal degradation.

Program information provided according to the present invention can be put to a variety of beneficial uses. By way of example, the information provided by icons according to the invention can be employed to assist analysis of edited program material. Because of the layering nature of video tape program editing, the source of the original material, i.e. the tape on which the original video information is stored, is sometimes difficult to determine. Re-editing of such a program would be facilitated by using icons to label every frame on a given reel of tape with a unique symbol or set of symbols. When the finished program is then played through an icon decoder, an accurate shot list can be assembled.

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Machine readable commercial position information is also readily provided. During live broadcasts, such as sporting events, commercials are not transmitted at specific times, but float within the body of the program.

5 Icons can be inserted at the originating point of the program to arm, or trigger, automatic commercial insertion equipment at every station which carries the program. In this manner, all local affiliates of a network or cable originator would remain in sync with the live programming.

10 Icons can be employed to embed identification into programs and/or commercials. By embedding icons in finished programs or commercials, they can be monitored by off air receivers to make a log of actual vs. intended program material broadcast. In addition, bills to  
15 advertisers can be automatically generated.

Selected icon patterns could be reserved to serve as smart test signals, or test signal identification patterns which would allow measurement equipment in television facilities to automatically make appropriate measurements  
20 on test signals as they pass through the measurement device. The information derived in this manner can be relayed to a node and then to the station control computer for use to control various processes in the station and to generate task lists and a database.

25 During field production, icons can be employed as reel and take identifiers. The icon encoding circuitry described above can be adapted to operate in conjunction with portable video tape recorders either as stand alone equipment or as part of a video camera. By utilizing a  
30 portable data entry device such as a hand held computer, a director can enter reel, scene and take numbers into the video taping equipment just prior to shooting the scene. This information would go to an embedded icon encoder within the video recorder or camera so that all recorded  
35 frames would be labeled with the appropriate information. This information would be of great value in post production of the finished program and would constitute

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a machine readable equivalent of the clapboard and slate which are presently used.

Icons can be employed to provide cross country routing information. Special instructions can be encoded in the icon format in accordance with the present invention, in the leader information of a program or commercial. This information would then be usable in real time by automatic switching equipment located in different parts of the country to route the signal to its destination without it being necessary for personnel at the various switching points to have prior knowledge of the specific route.

While the description above refers to particular embodiments of the present invention, it will be understood that many modifications may be made without departing from the spirit thereof. The accompanying claims are intended to cover such modifications as would fall within the true scope and spirit of the present invention.

The presently disclosed embodiments are therefore to be considered in all respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims, rather than the foregoing description, and all changes which come within the meaning and range of equivalency of the claims are therefore intended to be embraced therein.

26.

WHAT IS CLAIMED IS:

1. Apparatus for tracking the flow of television programs within a program distribution system, each program including a video signal which contains information to generate a television picture, the  
5 distribution system including a plurality of units through which the television programs flow, said apparatus comprising:

first signal processing means connected within the system for adding signal elements to the video signal of  
10 a program in order to add patterns of nonbinary graphic symbols to the television picture such that the nonbinary graphic symbols are disposed at predetermined locations of the television picture and a plurality of successive patterns constitute a code uniquely identifying the  
15 program; and

second signal processing means connected within the system for detecting signal elements previously added to a video signal and for producing, in response to such detection, an identification of the program which included  
20 the video signal.

2. Apparatus as defined in claim 1 further comprising control means, connected to said first and second signal processing means, for supplying to said first signal processing means information identifying a program which  
25 is flowing through said first signal processing means in order to control generation of associated signal elements by said first signal processing means.

3. Apparatus as defined in claim 2 wherein said control means are connected for receiving program identifications from said second signal processing means.  
30

4. Apparatus as defined in claim 1 wherein the predetermined locations of the television picture are at the corners of the picture.

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5. Apparatus as defined in claim 4 wherein one of the predetermined locations is a reference location for containing signal elements indicating the presence of program identifying information in a given picture frame.

5 6. Apparatus as defined in claim 1 wherein each pattern of symbols is constituted by signal elements in two successive fields forming a television picture frame.

7. Apparatus as defined in claim 1 wherein each pattern of symbols is part of an analog video signal, and  
10 said second signal processing means comprise analog-digital conversion means for converting signal elements previously added to the video signal into digital pixel signals, and detecting means for detecting the digital pixel signal.

15 8. Apparatus as defined in claim 1 wherein the video signal is composed of a succession of picture fields separated by vertical blanking intervals and said second signal processing means perform detection of signal elements during vertical blanking intervals.

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9. A method for tracking the flow of television programs within a program distribution system, each program including a video signal which contains information to generate a television picture, the distribution system including a plurality of units through which the television programs flow, said method comprising:

adding, in first signal processing means connected within the system, signal elements to the video signal of a program in order to add patterns of nonbinary graphic symbols to the television picture such that the nonbinary graphic symbols are disposed at predetermined locations of the television picture and a plurality of successive patterns constitute a code uniquely identifying the program; and

detecting, in second signal processing means connected within the system, signal elements previously added to a video signal and producing, in response to such detection, an identification of the program which included the video signal.

10. An apparatus for use in connection with a video signal having signal elements representing icons, comprising:

means for reading the icons of a video signal; and  
means for generating a report based upon the read icons.

11. The apparatus of claim 10 wherein the video signal contains information to generate a video program and the icons represented by the signal elements of the video signal form a pattern which constitutes a code uniquely identifying the program and the report generated includes an identification of the program.

29.

12. The apparatus of claim 10 wherein the video signal contains information to generate a plurality of video shots, each video shot having associated therewith video signal elements wherein the icons represented by the signal elements of the associated video shot form a pattern which constitutes a code uniquely identifying the shot and the report generated includes a shot list identifying each video shot of the of the video signal.

13. The apparatus of claim 10 wherein each icon is a picture of a graphic symbol comprising a plurality of pixels of different colors.

14. A control apparatus for use in connection with one or more slave units and a video signal having signal elements representing icons, comprising:

means for reading the icons of a video signal; and  
means for controlling a slave unit in response to the icons read from the video signal.

15. The apparatus of claim 14 wherein the slave unit is a video tape recorder wherein the controlling means has means for activating the video tape recorder to record the video signal in response to icons read from the video signal.

16. The apparatus of claim 14 wherein the slave unit is a router wherein the controlling means has means for activating the router to rout the video signal in accordance with the icons read from the video signal.

17. The apparatus of claim 14 wherein the slave unit is automatic commercial insertion equipment wherein the controlling means has means for activating the equipment to insert a commercial into the video signal in response to the icons read from the video signal.

18. The apparatus of claim 14 wherein each icon is a picture of a graphic symbol comprising a plurality of pixels of different colors.

19. The apparatus of claim 18 wherein at least one icon is a reference icon which provides reference levels for different colors of the icons.

30.

20. The apparatus of claim 18 wherein the icon colors include white, gray and black.

5 21. The apparatus of claim 19 wherein the means for reading the icons includes means responsive to the reference levels for comparing the icons of the video signal to predetermined icon patterns.

10 22. Apparatus for use with a video signal which contains information to generate a television picture comprising a plurality of pixels, said apparatus comprising:

an encoder for adding signal elements to the video signal in order to add graphic symbols to the television picture such that the symbols each comprise a plurality of pixels of a plurality of colors arranged in a predetermined pattern, and are disposed at predetermined locations of the television picture and a plurality of successive symbols constitute a coded message; and

15

a decoder for detecting signal elements previously added to a video signal and for producing, in response to such detection, a message decoded from the video signal.

20

23. The apparatus of claim 22 wherein each symbol pattern includes pixels of different colors in at least two orthogonal directions.



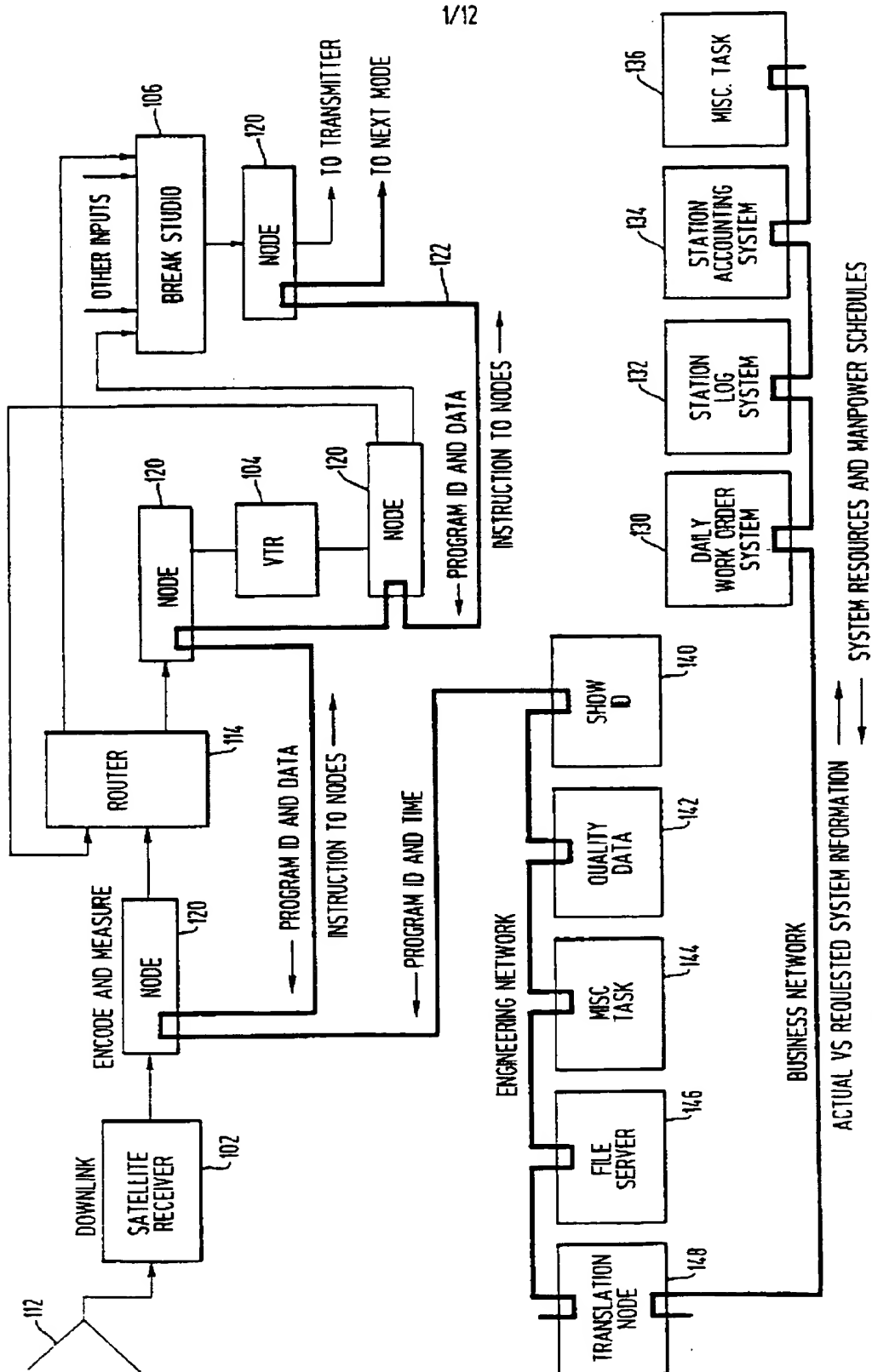
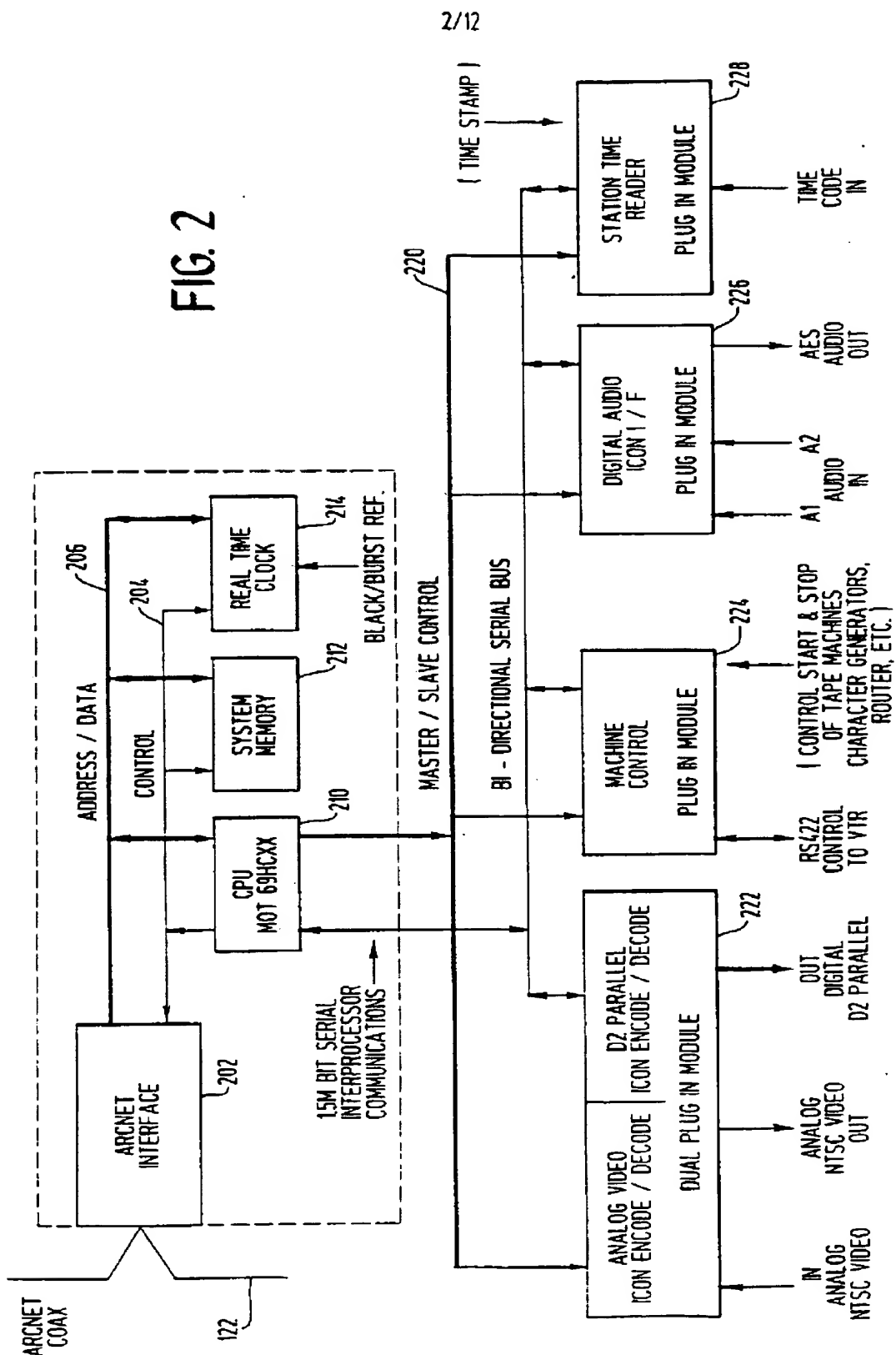


FIG. 1

FIG. 2

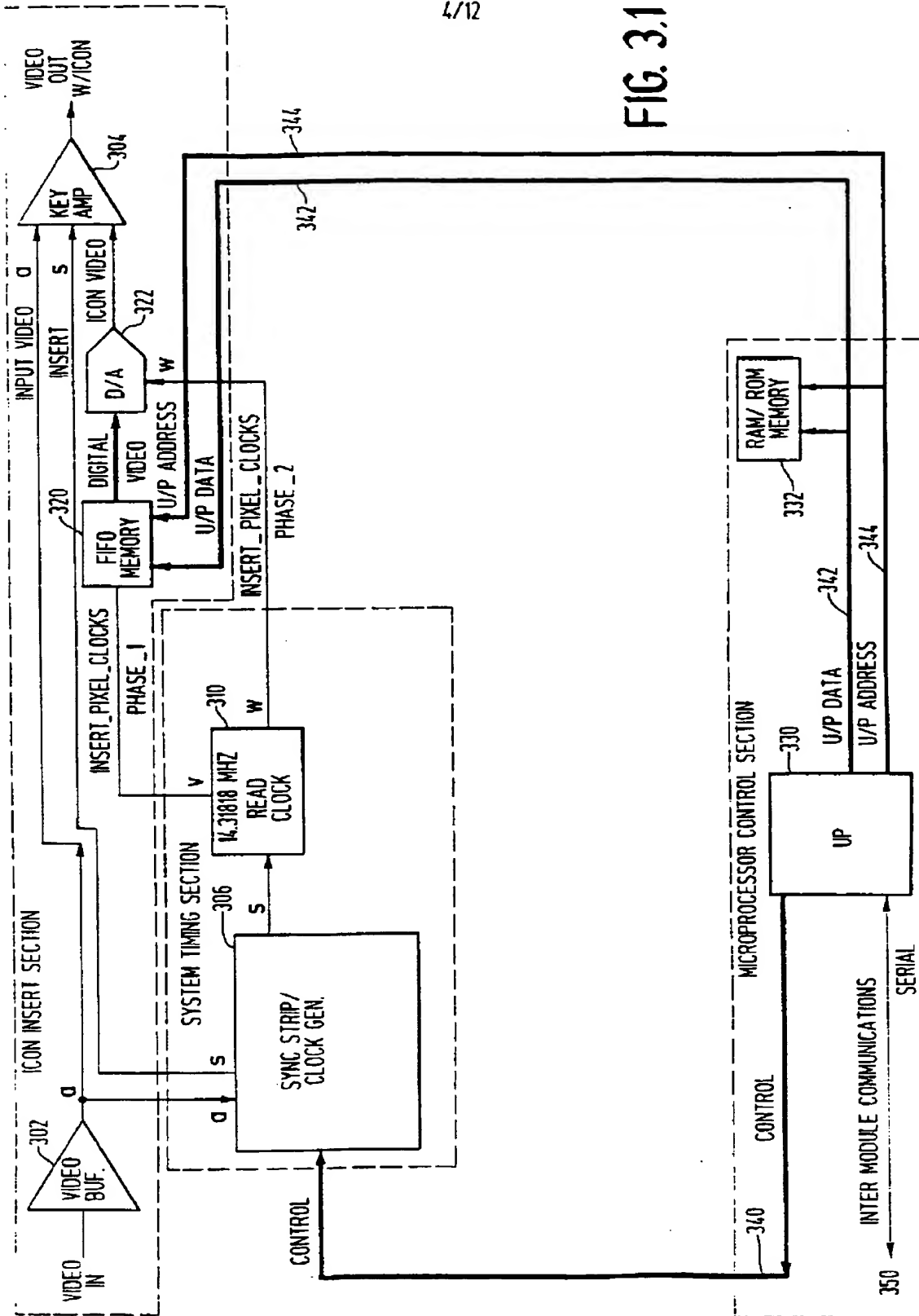


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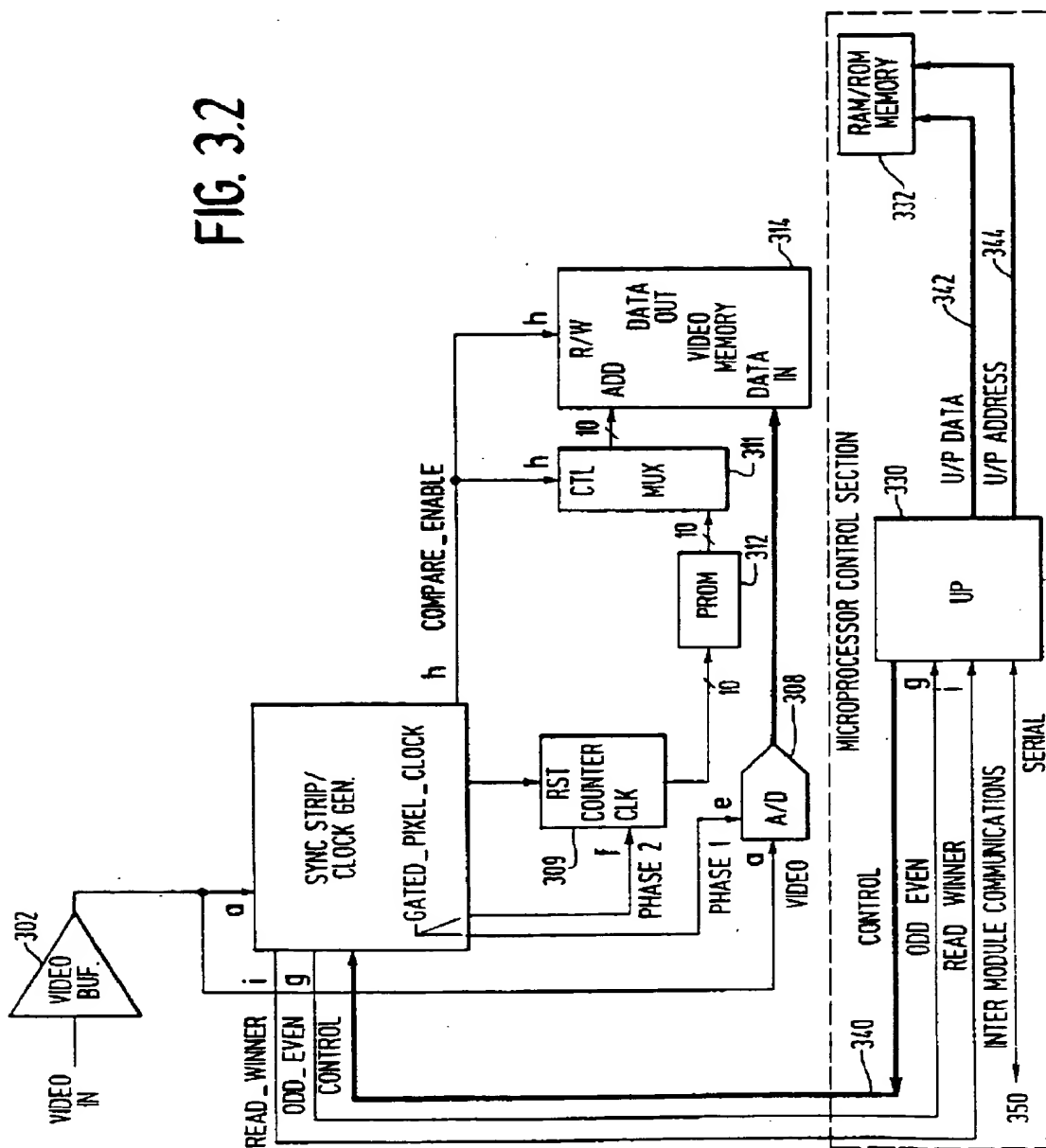
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FIG. 3.1



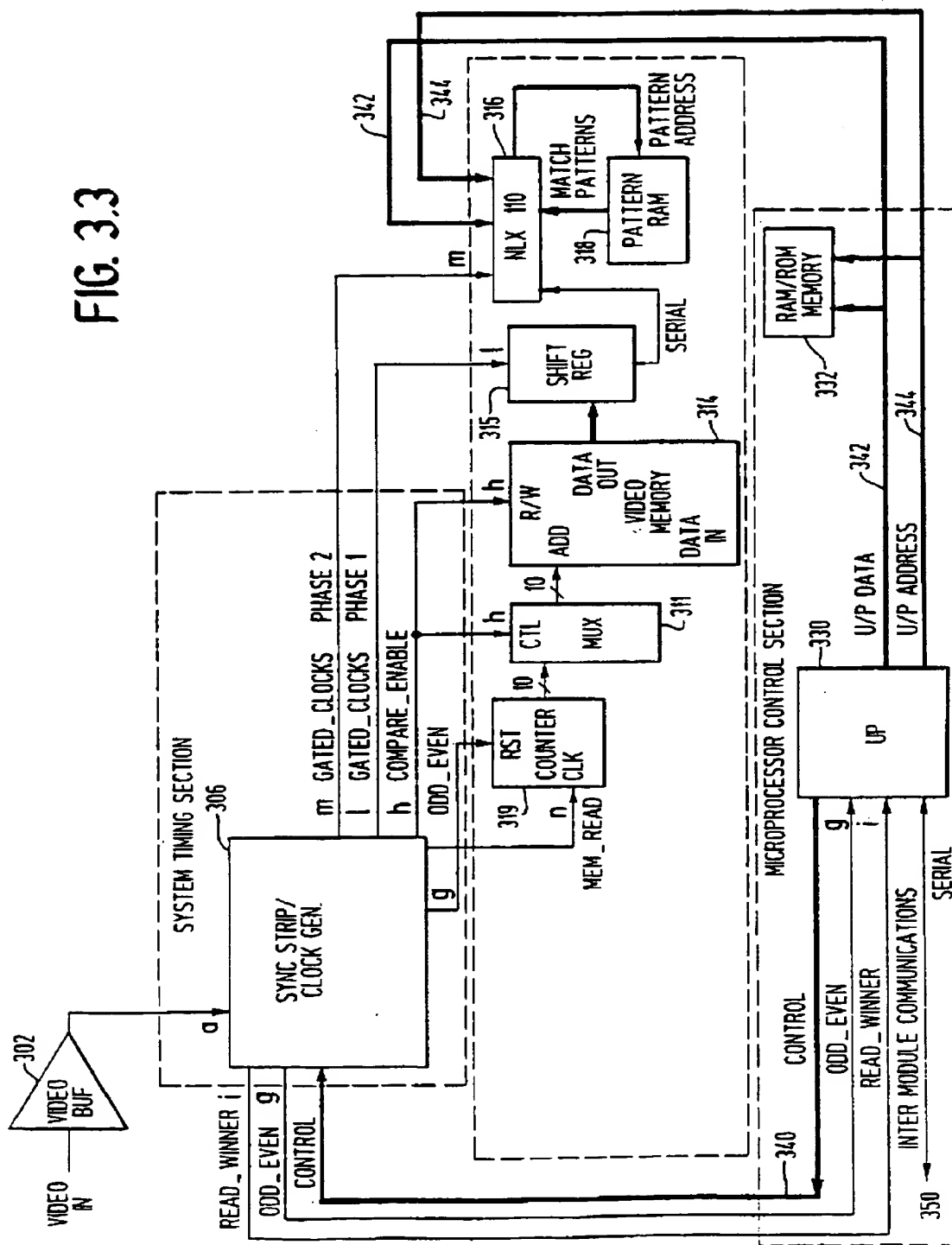
SUBSTITUTE SHEET

**FIG. 3.2**



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FIG. 3.3



SUBSTITUTE SHEET

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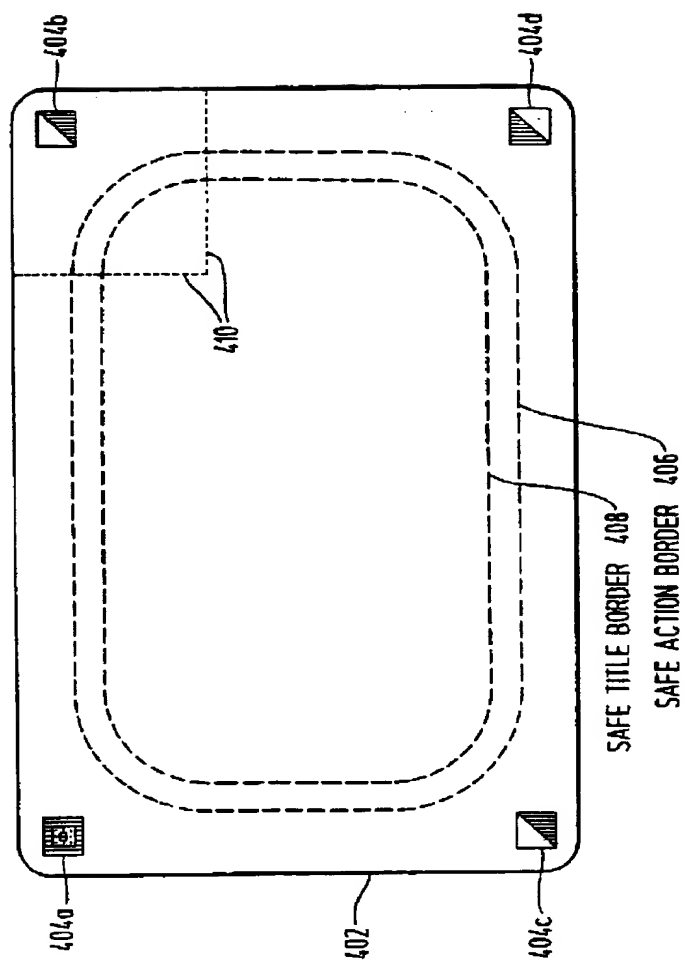
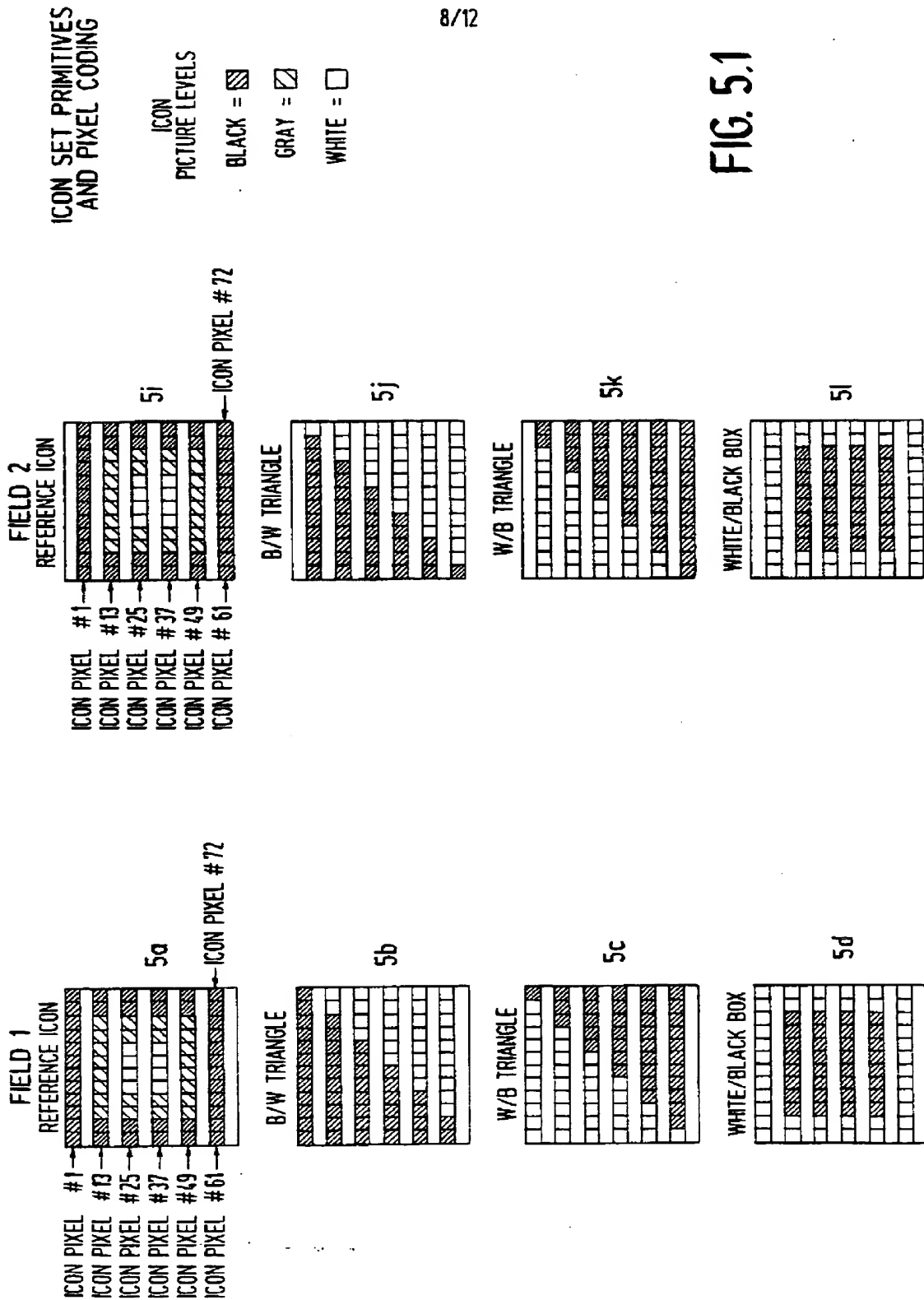


FIG. 4

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**FIG. 5.1**



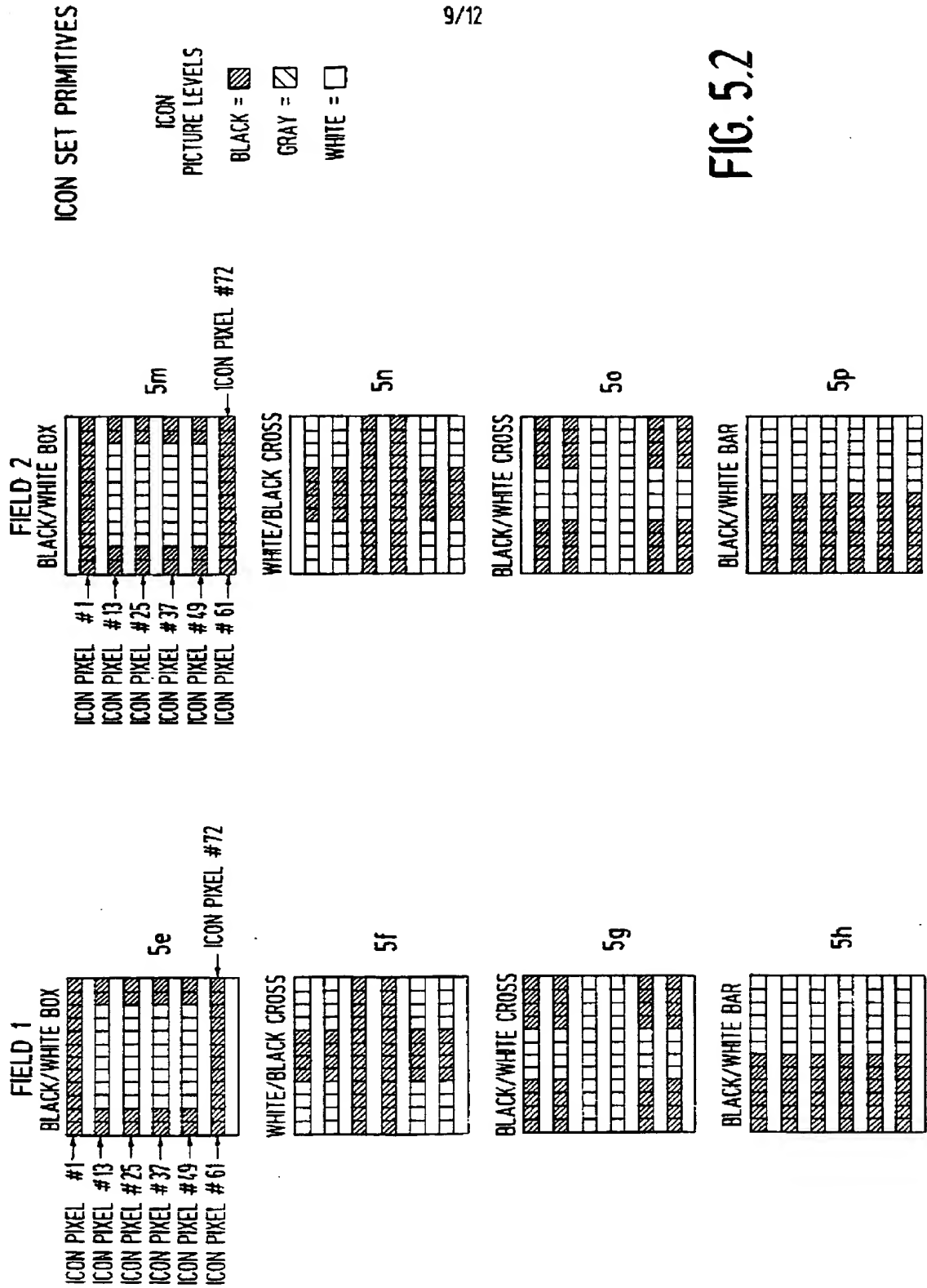
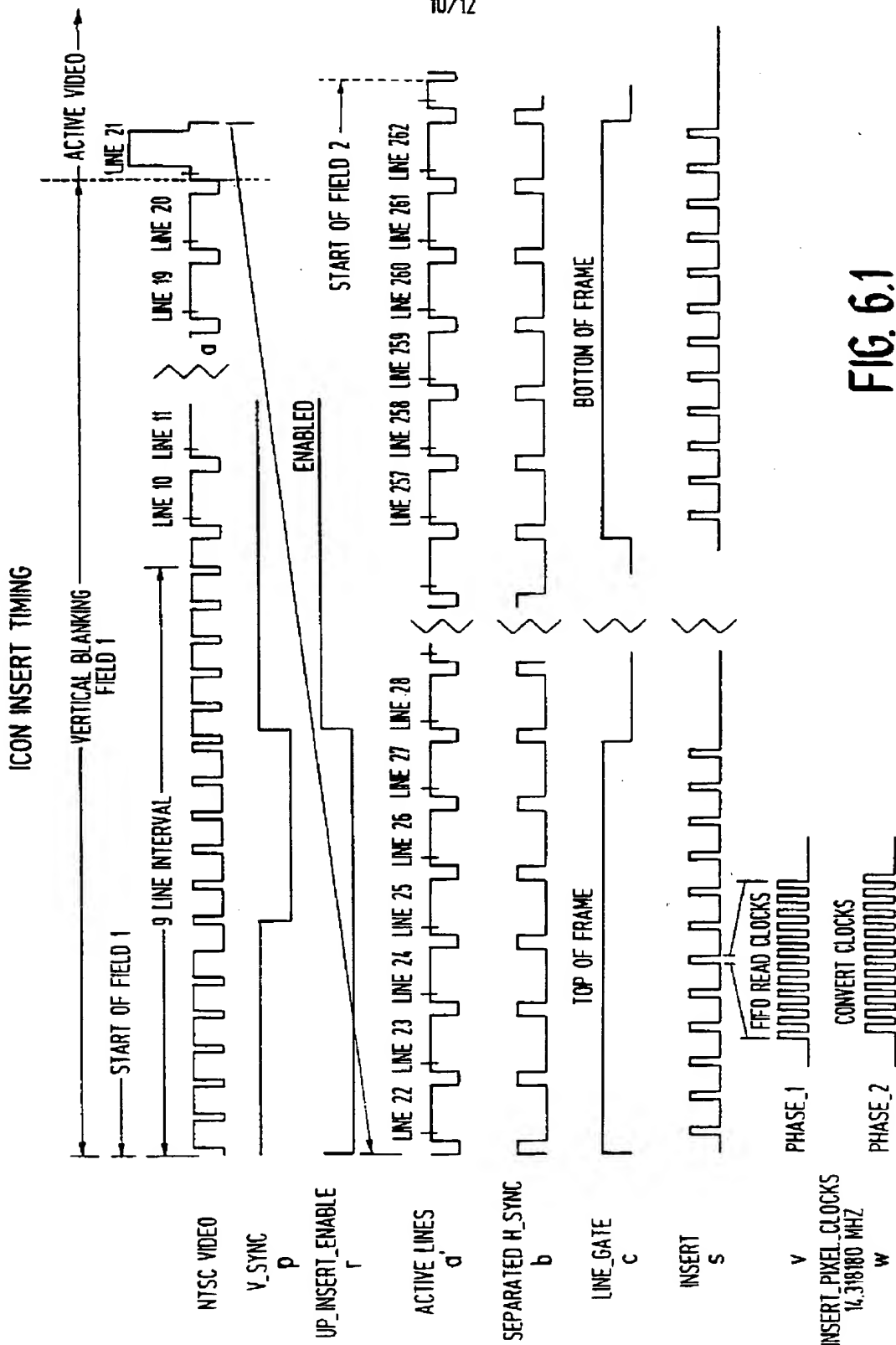


FIG. 5.2

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**FIG. 6.1**

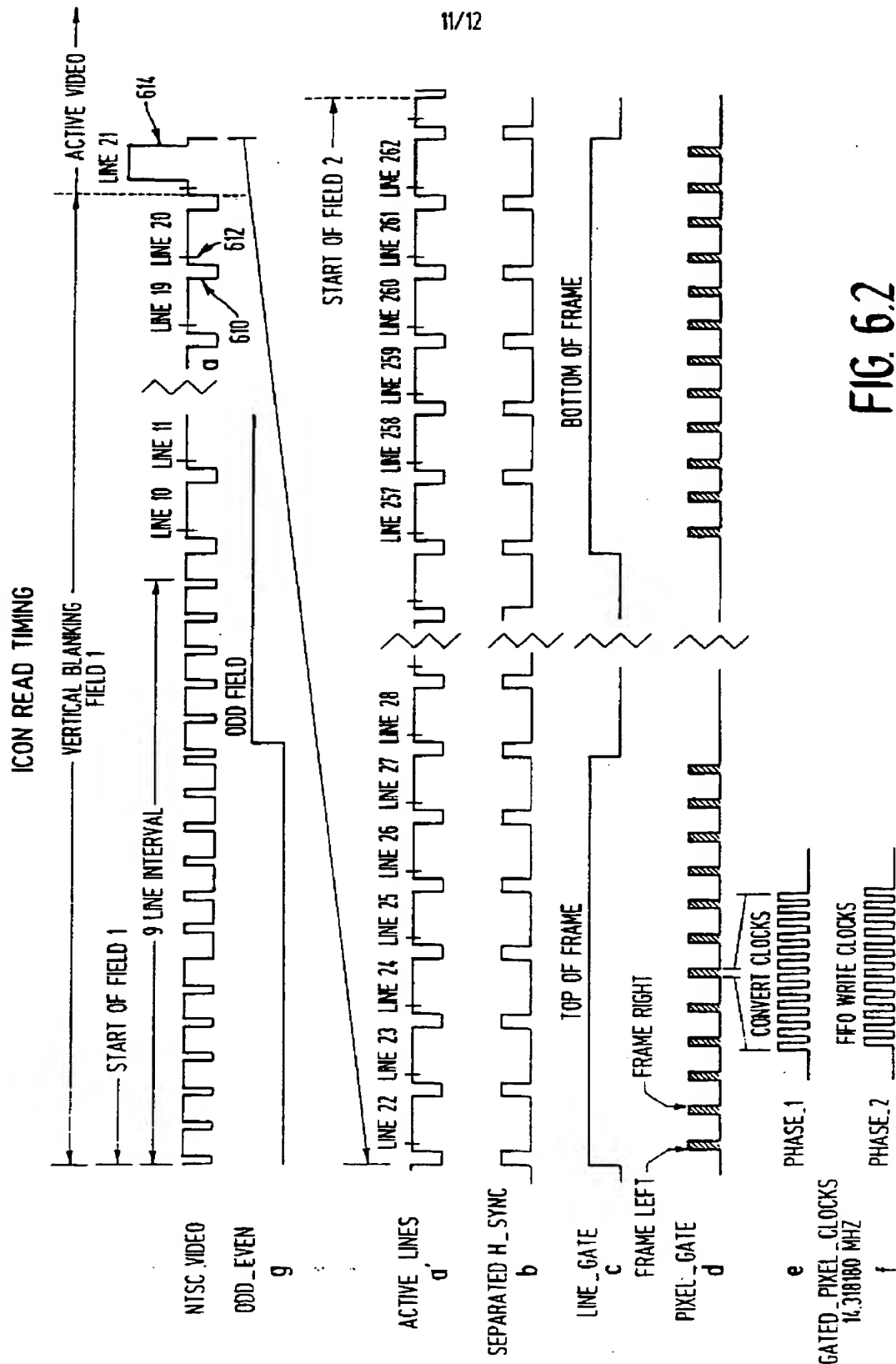
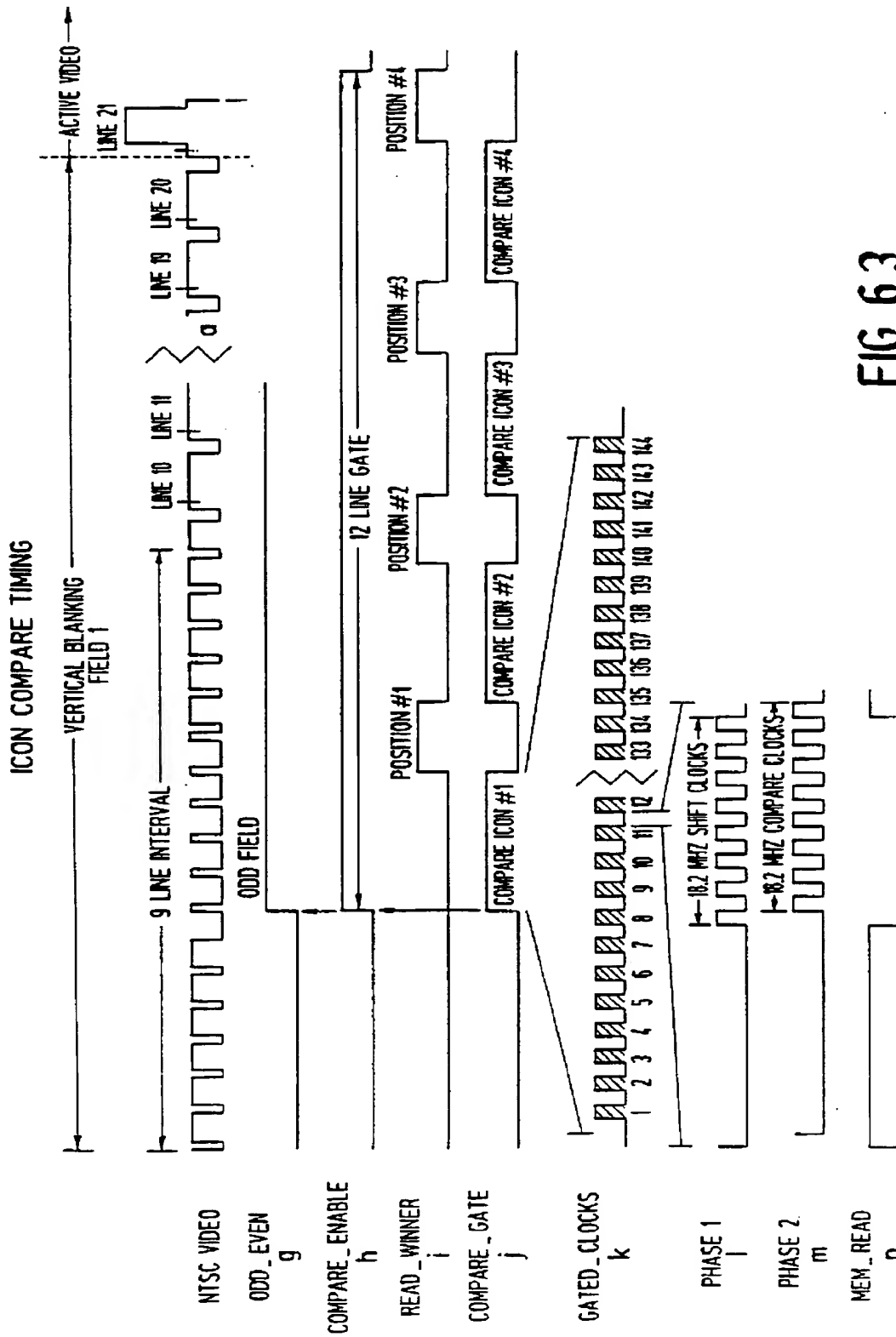


FIG. 6.2

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**FIG. 6.3**

## INTERNATIONAL SEARCH REPORT

national application No.  
PTC/US94/00206**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(5) : H04N 07/08

US CL : 348/467, 907

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 348/467, 907, 461, 463, 469, 722 H04N: 07/08, 05/262, 05/222

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US, A, 4,805,020 (GREENBERG) 14 February 1989, Fig 4 and col. 8, lines 30-38.	10 and 11 ----- 1-9 and 12
X --- Y	US, A, 4,368,486 (DEGOULET ET AL.) 11 January 1983, Figs. 1, 2 and 4	10, 13, 22 and 23 ----- 5
X --- Y	JP, A, 4-188964 (OKUYAMA) 07 July 1992, Figs. 1-4	14, 15, 18 ----- 1-9, 19-21

☒ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	*T later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
*A document defining the general state of the art which is not considered to be part of particular relevance	*X document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
*E earlier document published on or after the international filing date	*Y document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
*L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*G document member of the same patent family
*O document referring to an oral disclosure, use, exhibition or other means	
*P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

05 March 1994

Date of mailing of the international search report

10 MAY 1994

Name and mailing address of the ISA/US  
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**INTERNATIONAL SEARCH REPORT**

International application No.  
PTC/US94/00206

**C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US, A, 4,230,990 (LERT, JR., ET AL. ) 28 October 1980, Fig 2 and 3	4, 5
Y	EP, A, 338-753 (TAKANO ET AL.) 25 October 1990, cols. 1-4.	12